IN THE CLAIMS:

1. (Original) A virtual on-demand electronic book system, comprising:

a main memory that stores electronic books for delivery to subscribers in the system;

a queuing processor coupled to the main memory that receives electronic book orders and determines a queue location for an ordered electronic book;

first queues that temporarily store first sections of electronic books; and

second queues that temporarily store second sections of electronic books.

2. (Original) The system of claim 1, wherein the first queues, comprise:

an on-demand first section queue; and

a popular content first section queue, and wherein the second queues, comprise:

an on-demand second sections queue; and

a popular content second sections queue.

3. (Original) The system of claim 1, further comprising a priority queue server coupled to the

first and the second queues, wherein the server empties the first and the second queues based on a priority model.

4. (Original) The system of claim 3, wherein the priority model, comprises:

emptying the on-demand first section queue; and

emptying the popular content first section queue, the on-demand second sections queue and the popular content second sections queue in a round robin manner.

TECH/375113.1

5. (Original) The system of claim 4, wherein the priority model includes a timing module, wherein the timing module determines a time an electronic book is stored in the first and the second queues and wherein when a maximum time is exceeded, the server transmits the electronic book out of order.

6. (Original) The system of claim 3, wherein the priority model comprises:

   determining a length of each queue; and

   transmitting an electronic book from a queue having a longest length.

7. (Original) The system of claim 3, wherein the priority model comprises:

   searching queues for similar electronic book orders; and

   broadcasting completed electronic book orders simultaneously.

8. (Original) The system of claim 3, further comprising:

   an Internet web site;

   a web server coupled to the Internet web site;

   a delivery server coupled to the web server; and

   a transaction server coupled to the web server, wherein the queuing processor receives electronic book orders from the transaction server and the delivery server receives ordered electronic books from the queue priority server.

9. (Original) The system of claim 1, further comprising:

   a service time guarantee; and

   a network coupling the processor to an associated data processing system, wherein the processor determines a pending service time, wherein if the pending service time exceeds the guarantee, the processor establishes a connection with the

TECH/375113.1

associated data processing system, and wherein the associated data processing system processes electronic book orders.

10. (Original)   The system of claim 1, further comprising:

an electronic book viewer, the viewer, comprising:

a receiver that receives electronic books,

a transmitter that transmits electronic book orders, and

a memory coupled to the receiver that stores the electronic books; and

a processor coupled to the receiver and the memory that controls processing on the viewer, wherein the receiver receives broadcasts of first sections of electronic books and stores the first sections in the memory.

11. (Original)   The system of claim 10, wherein when a first section stored in the memory is accessed, the processor generates an order for a corresponding second section, and the transmitter transmits the order.

12. (Original)   The system of claim 10, wherein a first section of the electronic book includes a link, wherein when the link is accessed, the processor generates an order for a corresponding second section of the electronic book.

13. (Original)   The system of claim 1, wherein the electronic books comprise an electronic version of one or more of a printed book, a magazine, a catalog, a periodical and a newspaper.

14. (Original)   The system of claim 1, wherein specified electronic books are broadcast on a cyclical basis.

15. (Original)   The system of claim 1, wherein first sections of specified electronic books are broadcast on a cyclical basis.

16. (Original)   The system of claim 15, wherein the first sections to be broadcast are determined by reference to one of electronic books read data, demographic data, and subscriber preferences.

17. (Original)   The system of claim 1, further comprising a virtual on-demand menu, the menu broadcast with a broadcast of one of an electronic book and a first section of an electronic book, wherein the menu lists electronic books available on the system.

18. (Original)   A computer system for distributing electronic books, comprising:

a memory that stores the electronic books;

a processor section that processes electronic book orders and that packages electronic books for delivery;

a queue section that stores the packaged electronic books; and

a queue server that empties the queue section based on a queue priority model.

19. (Original)   The system of claim 18, wherein the queue section comprises:

a first queue section; and

a second queue section, wherein the first queue section stores a first section of an electronic book and the second queue section stores a second section of the electronic book.

TECH/375113.1

20. (Original)   The system of claim 19, wherein the first queue section comprises an on-demand first section queue.

21. (Original)   The system of claim 20, wherein the first queue section further comprises a popular content first section queue.

22. (Original)   The system of claim 19, wherein the second queue section comprises:

    an on-demand second section queue; and

    a popular content second section queue.

23. (Original)   The system of claim 18, wherein the priority model comprises a queue servicing module, the queue servicing module receiving information regarding electronic books stored in the queue section, and determining an order of delivery of the electronic books based on a location an electronic book in the queue section.

24. (Original)   The system of claim 23, wherein electronic books in an on-demand queue are delivered before delivery of electronic books in a cyclical queue.

25. (Original)   The system of claim 18, wherein the processor section determines when multiple electronic book orders are for a same electronic book, the processor section aggregating the multiple electronic book orders, and wherein the system simultaneously broadcasts multiple copies of the same electronic book.

26. (Original)   The system of claim 18, wherein first sections of selected electronic books are broadcast to subscribers of the system.

27. (Original)   The system of claim 25, wherein a second section queue includes second sections of the selected electronic books.

28. (Original)   The system of claim 27, wherein the second sections are delivered when ordered by the subscribers.

29. (Currently Amended)   A computer system for distributing electronic books to subscribers using a telecommunications network, comprising:

a broadcast module that determines a selection of electronic books for broadcast to the subscribers;

an electronic book order module that receives and processes orders from subscribers for electronic books;

a packet assembly module that assembles a packet comprising an ordered electronic book and a header section, the header section including an address of a subscriber that ordered the electronic book;

a super queue selection module that determines a super queue for storing the packet; and

a super queue service module that determines a priority for delivery of the packet from the super queue.

30. (Currently Amended)   The system of claim 29, wherein the super queue includes a first queue and one or more second additional queues, and wherein the queue service module determines a higher priority for delivery for any packet in the first queue than for any packet in the one or more second additional queues.

TECH/375113.1

31. (Currently Amended)   The system of claim 30, wherein a priority of each one of the one or more ~~second~~ additional queues is equal.

32. (Currently Amended)   The system of claim 30, wherein a priority of an individual ~~second~~ additional queue of the one or more ~~second~~ additional queues is determined based on a length of the individual ~~second~~ additional queue.

33. (Original)   The system of claim 30, wherein the first priority queue is an on-demand queue.

34. (Currently Amended)   The system of claim 30, wherein one of the ~~second~~ additional queues is a popular content first section queue, wherein first sections of popular electronic books are stored, and wherein the first sections are broadcast to selected subscribers.

35. (Currently Amended)   The system of claim 30, wherein one of the ~~second~~ additional queues is a popular content second section queue, wherein second sections of the popular electronic books are stored, and wherein the second sections are delivered when ordered by a subscriber.

36. (Original)   The system of claim 29, further comprising an Internet web site, the Internet web site including one or more web servers, wherein the subscribers access the system by accessing a web server.

37. (Original)   The system of claim 29, wherein the electronic book order module determines that multiple electronic book orders are for a same electronic book, and

TECH/375113.1

wherein the broadcast module initiates a simultaneous broadcast of the same electronic book to multiple subscribers.

38. (Original)   An apparatus for providing electronic books, comprising:

a main memory that stores main sections of the electronic books;

a main interface that receives a request for a main section of an electronic book; and

a main processor that locates the requested main section, wherein the main interface provides the located main section.

39. (Original)   The apparatus of claim 38, further comprising:

an auxiliary memory that stores auxiliary sections of the electronic books; and

an auxiliary interface that provides auxiliary sections of the electronic books.

40. (Original)   The apparatus of claim 39, wherein the main memory and the auxiliary memory are co-located.

41. (Original)   The apparatus of claim 39, wherein the main interface and the auxiliary interface are co-located.

42. (Original)   The apparatus of claim 39, wherein the main memory and the main interface comprise a kiosk.

43. (Original)   The apparatus of claim 42, wherein the kiosk is located in one of a bookstore and a newsstand.

44. (Original)   The apparatus of claim 39, wherein the auxiliary interface broadcasts auxiliary sections of selected electronic books.

45. (Original)   The apparatus of claim 44, wherein the auxiliary sections are broadcast over one of a wired telephone network, a wireless telephone network, a satellite television network, a cable television network, a broadcast television network, a local area network, and a radio network.

46. (Original)   The apparatus of claim 39, wherein the auxiliary interface provides the auxiliary sections on demand.

47. (Original)   The apparatus of claim 39, wherein the auxiliary interface provides an auxiliary section before the main interface provides a corresponding main section.

48. (Original)   The apparatus of claim 47, wherein the auxiliary section and the main section are linked.

49. (Original)   The apparatus of claim 47, wherein the main section overwrites the auxiliary section.

50. (Original)   The apparatus of claim 38, wherein a main section includes an entire electronic book.

51. (Original)   A computer-readable medium containing instructions for controlling an electronic book delivery system, comprising:

a storage module that directs storage of electronic books in a main memory;

a broadcast module that determines a selection of the electronic books for

broadcast to readers; and

an electronic book order module that receives and processes orders from the

readers, wherein the orders received from the readers are based on the selection

broadcast to the readers.

52. (Original)   The computer-readable medium of claim 51, wherein the selection

includes all electronic books stored in the main memory.

53. (Original)   The computer-readable medium of claim 51, wherein the selection

includes a subset of all electronic books stored in the main memory.

54. (Original)   The computer-readable medium of claim 53, further comprising an

authorization module that provides an authorization signal in response to an electronic

book order request, the authorization signal providing access to one or more electronic

books.

55. (Original)   The computer-readable medium of claim 51, wherein the selection

includes first sections of all electronic books in the main memory.

56. (Original)   The computer-readable medium of claim 55, further comprising an

authorization module that provides access to second sections of specific electronic

books, wherein a first section and a second section comprise the electronic book, and

wherein the broadcast module provides second sections corresponding to electronic

books ordered by the reader.

57. (Currently Amended)   The computer-readable medium of claim [[55]] 56, wherein the first sections are stored in a first section queue and the second sections are stored in a second section queue.

58. (Original)   The computer-readable medium of claim 57, further comprising:

a queue selection module that determines a queue for storing the first and the second sections; and

a queue service module that determines a priority for delivery of the first and the second sections.

59. (Original)   The computer-readable medium of claim 51, wherein the selection includes first sections of a subset of electronic books in the main memory.

60. (Original)   The computer-readable medium of claim 51, wherein the broadcast module, comprises:

a reader data module that receives, processes and stores reader-specific data; and

an output module that prepares a reader profile, wherein the broadcast modules determines the selection based on the reader profile.

61. (Original)   The computer-readable medium of claim 60, wherein the reader profile is an individual reader profile.

62. (Original)   The computer-readable medium of claim 60, wherein the reader profile is a group reader profile.

63. (Original)   The computer readable medium of claim 60, wherein the reader-specific data includes one or more of books read data, television programs watched data, demographic data and reader-provided data.

64. (Original)   The computer-readable medium of claim 51, wherein the selection comprises a menu of available electronic books.

65. (Original)   A computer-readable data transmission medium having a data structure, comprising:

a storage module that directs storage of electronic books in a main memory;

a broadcast module that determines a selection of the electronic books for broadcast to readers; and

an electronic book order module that receives and processes orders from the readers, wherein the orders received from the readers are based on the selection broadcast to the readers.

66. (Original)   The computer-readable medium of claim 65, wherein the selection includes all electronic books stored in the main memory.

67. (Original)   The computer-readable medium of claim 65, wherein the selection includes a subset of all electronic books stored in the main memory.

68. (Original)   The computer-readable medium of claim 67, further comprising an authorization module that provides an authorization signal in response to an electronic book order request, the authorization signal providing access to one or more electronic books.

69. (Original)   The computer-readable medium of claim 65, wherein the selection includes first sections of all electronic books in the main memory.

70. (Original)   The computer-readable medium of claim 69, further comprising an authorization module that provides access to second sections of specific electronic books, wherein a first section and a second section comprise the electronic book, and wherein the broadcast module provides second sections corresponding to electronic books ordered by the reader.

71. (Original)   The computer-readable medium of claim 70, wherein the first sections are stored in a first section queue and the second sections are stored in a second section queue.

72. (Original)   The computer-readable medium of claim 71, further comprising: a queue selection module that determines a queue for storing the first and the second sections; and a queue service module that determines a priority for delivery of the first and the second sections.

73. (Original)   The computer-readable medium of claim 65, wherein the selection includes first sections of a subset of electronic book in the main memory.

74. (Original)   The computer-readable medium of claim 65, wherein the broadcast module, comprises:

a reader data module that receives, processes and stores reader-specific data; and

an output module that prepares a reader profile, wherein the broadcast modules determines the selection based on the reader profile.

75. (Original)   The computer-readable medium of claim 74, wherein the reader profile is an individual reader profile.

76. (Original)   The computer-readable medium of claim 74, wherein the reader profile is a group reader profile.

77. (Original)   The computer readable medium of claim 74, wherein the reader-specific data includes one or more of books read data, television programs watched data, demographic data and reader-provided data.

78. (Original)   The computer-readable medium of claim 65, wherein the selection comprises a menu of available electronic books.

79. (Withdrawn)   A user interface for ordering and receiving electronic books, comprising:

a display window that displays an indication of available electronic books, wherein the indication is a menu of available electronic books, and wherein the display provides for selection of a first section of an available electronic book;

a cost window that displays a cost of the available electronic books;

a delivery selection section that provides for specifying a delivery medium; and

an order button that sends an order for a second section of an electronic book corresponding to a selected first section of an electronic book.